Reference and Loan Library

2109 South Stoughton Road Madison, WI 53716-2899



Public Library Association 2004 National Conference Audio Cassettes

available for loan from the Wisconsin Reference and Loan Library

PLA 10th National Conference February 24-28, 2004 Seattle, Washington

PLA 460	Advocacy in Hard Times @ Your Library
PLA 451	Attention Shoppers: Are Libraries Taking the Retail Concept Too Far?
PLA 447	Author Programs Made Easier
PLA 439	Book Lust: Recommended Reading for Every Mood, Moment and Reason
PLA 419	Building Library Communities of Change
PLA 424	Can We Close It, Weed It, Renovate It, Open It? Yes, We Can!
PLA 409	Choices, Choices: Making Decisions in a Complex Environment
PLA 444	Compensation Trends in Public Libraries
PLA 425	Creating Excellence: It's All about the Customer
PLA 436	Current Issues in Technology: Ask the Consultants
PLA 411	Dead Wood: Staff Who Don't Work and Can't Work and Can't Be Fired
PLA 402	Delivering the Goods: Innovative Ideas to Improve Book Delivery in a Multi-Branch
	System
PLA 406	Desktop Delivery of E Learning
PLA 408	Detectives without Pants: Alternatives to the Traditional Mystery
PLA 453	Emergent Literacy Update: Where to Go From Here
PLA 446	Environments for Kids: Rich in Materials, Hands-On Learning Fun!
PLA 433	Ethical Leadership & the Common Good in an Era of Secrecy
PLA 435	First Year Librarianship: An Exploration of What's Working and Where We're Going
PLA 431	Getting the Green Light for GLBT Services
PLA 421	How to Find and Keep Your Digital Reference Customers
PLA 464	I Love a Mystery
PLA 443	The Learning Commons: A Fully Integrated Public and Community College Library
PLA 442	Learning Large: The Cerritos Library as a Creative Learning Environment
PLA 412	Libraries and E-Commerce: What Can Libraries Learn and Leverage from Online
	Bookselling?
PLA 468	Library Web Sites Deconstructed
PLA 448	Libris DESIGN: Free Computer Software for Library Facility Planning
PLA 434	Looking Backward, Looking Forward: Local History in the 21 st Century Library
PLA 429	Make Room for Teens
PLA 427	Managing Public Use Computers: Implementing a Print & Time Management System
PLA 404	Marketing for Dollars and Awareness at Your Library
PLA 457	Motivating Front Line Staff
PLA 407	New Directions for Serving Young Adults in Libraries
PLA 440	No More Dust: New Approaches to Periodical Collections in Large Libraries

PLA 450	Not Just for the Big Guys: Fundraising Strategies for All Libraries
PLA 469	Outcomes Guaranteed: Assessing Effective After-School Homework Centers
PLA 438	Programming for Boys: Closing the (Gender) Gap
PLA 467	Providing Effective Computer Assistance: Three Different Approaches
PLA 445	Public Libraries, CIPA and Filtering
PLA 465	Reaching Out! & Sharing Cultures: Outreach @ the Miami-Dade Public Library System
PLA 430	Reader's Advisory Tool Kit: Reading Reviews, Speed Reading Books and Writing Annotations
PLA 416	Reading America: Using Book Discussion to Reach Out to New Immigrant Populations
PLA 456	Reinventing Your Library: 12 NEW Steps for 2004
PLA 410	Retooling the Library While the Engine Is Running
PLA 466	Robert Spector on Customer Service
PLA 458	Romancing the Reader: What's Love Got to Do with It?
PLA 413	'Round the Clock Readers' Advisory: Online Services for Leisure Readers
PLA 454	Rx for All: Using Reliable Sources to Address Multicultural Health Information Needs
PLA 403	Self-Assessment for Library Boards
PLA 449	Set Your Books Free: An Alternative Concept in Collection Management
PLA 405	Sound Bytes: Digitizing Audio Materials
PLA 455	Staffing for Results Reality Check: Reports from Applications of PLA's Staffing Analysis Manual
PLA 414	State Involvement in Early Learning and Emergent Literacy
PLA 452	Super Supervisors: A Training Program for Supervisory Excellence
PLA 417	Swimming with Fish: Using the Fish Philosophy in Customer Service
PLA 418	Teens as Co-Workers
PLA 423	There and Back Again: The Newest Fantasy and Science Fiction Titles for Your Patrons and You
PLA 420	Triumphs & Pitfalls—Planning & Implementing the Next Wave of Library Technology
PLA 462	Untangled, Unwire, Unbound: Going Wireless in the Public Library
PLA 459	The Urban Male Reading Experience
PLA 437	Using Web Technology to Build Literacy @ Your Library and in Your Community
PLA 428	Virtual Reference Customers
PLA 422	Voices and Visions: New Fiction and Nonfiction for Grades Five and Up
PLA 432	We Just Don't Have the Money: How to Improve Security, Protect Visitors, Staff and
	Collections with Reduced Means
PLA 463	WebJunction: Making the Most of the Gates Library Project Online Community
PLA 415	Welcome to the Feast: A Literacy Potluck
PLA 441	What a Difference a Generation Makes! Recruiting and Retraining Four Generations in Today's Public Libraries
PLA 461	When Customers Take Over: Self-Service Integration
PLA 401	You Can Do It! Ten Strategies for Getting a New Library Building When They Tell You It Can't Be Done

Borrowers may request cassettes on interlibrary loan through their library. For borrowing or other information call the Reference and Loan Library's circulation department at (608) 224-6169 or (888) 542-5543

Web version of this list: http://www.dpi.state.wi.us/dpi/dltcl/rll/indav.html

You Can't Do It Alone: Partnering and Outreach to Serve Hard-To-Reach Families

PLA 426